



The Fourteenth Annual Federal Trade Commission Microeconomics Conference

November 4-5, 2021

Washington, D.C.

A G E N D A

Thursday, November 4

10:00 a.m. **Welcome**

Marta E. Wosińska (Federal Trade Commission) and
Steven Berry (Yale University & Tobin Center for Economic Policy)

10:15 a.m. **Paper Session** - Chaired by Yan Lau & Tom Koch (Federal Trade Commission)

Jessica Fong (University of Michigan, Ross School of Business) with Tong Guo (Duke University, Fuqua School of Business) and Anita Rao (The University of Chicago, Booth School of Business), **Debunking Misinformation in Advertising**

Discussant: Ginger Jin (University of Maryland)

Sarah Moshary (The University of Chicago, Booth School of Business) with Natasha Bhatia (Northwestern University, Kellogg School of Management) and Anna Tuchman (Northwestern University, Kellogg School of Management), **Investigating the Pink Tax: Evidence against a Systematic Price Premium for Women in CPG**

Discussant: Amalia R. Miller (University of Virginia)

11:45 a.m. **Break**

1:00 p.m. **“Gig Work and Digital Platforms”**

Judith A. Chevalier (Yale School of Management)

1:40 p.m. **Break**

2:00 p.m. **Paper Session** - Chaired by Judith A. Chevalier (Yale School of Management)

Nathan H. Miller (Georgetown University) with Peter Caradonna (Georgetown University) and Gloria Sheu (Federal Reserve Board), **Mergers, Entry, and Consumer Welfare**

Discussant: Christopher Conlon (New York University, Stern School of Business)

Ali Yurukoglu (Stanford University, Graduate School of Business) with C. Lanier Benkard (Stanford University, Graduate School of Business) and Anthony Lee Zhang (The University of Chicago, Booth School of Business), **Concentration in Product Markets**

Discussant: Chad Syverson (University of Chicago, Booth School of Business)

3:30 p.m. **First Day of Conference Concludes**

Virtual Conference: Zoom Information Obtained Through Registration

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Federal Trade Commission Bureau of Economics

Yale Tobin Center for Economic Policy

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Friday, November 5

- 9:00 a.m. **“Data Governance”**
Alessandro Bonatti (Massachusetts Institute of Technology)
- 9:40 a.m. **Break**
- 10:00 a.m. **Paper Session** - Chaired by Alessandro Bonatti (M.I.T.)
Garrett A. Johnson (Boston University, Questrom School of Business) with Samuel G. Goldberg (Northwestern University, Kellogg School of Management) and Scott K. Shriver (University of Colorado – Boulder, Leeds School of Business), **Regulating Privacy Online: An Economic Evaluation of the GDPR**
Discussant: Avi Goldfarb (University of Toronto, Rotman School of Management)
- Lena Song (New York University) with Hunt Allcott (Microsoft Research and NBER) and Matthew Gentzkow (Stanford University and NBER), **Digital Addiction**
Discussant: Ro’ee Levy (Tel Aviv University, School of Economics)
- 11:30 a.m. **Break**
- 1:00 p.m. **“Contracting over Rebates: Formulary Design and Pharmaceutical Spending”**
Robin S. Lee (Harvard University; Joint Work with Kate Ho, Princeton University)
- 1:40 p.m. **Break**
- 2:00 p.m. **Paper Session** - Chaired by Robin S. Lee (Harvard University)
Michael Rubens (University of California, Los Angeles), **Market Structure, Oligopsony Power, and Productivity**
Discussant: Allan Collard-Wexler (Duke University)
- Kei Kawai (University of California - Berkeley) with Jun Nakabayashi (Kindai University), Juan Ortner (Boston University), and Sylvain Chassang (Princeton University), **Using Bid Rotation and Incumbency to Detect Collusion: A Regression Discontinuity Approach**
Discussant: Nicolas de Roos (The University of Sydney)
- 3:30 p.m. **Conference Concludes**

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